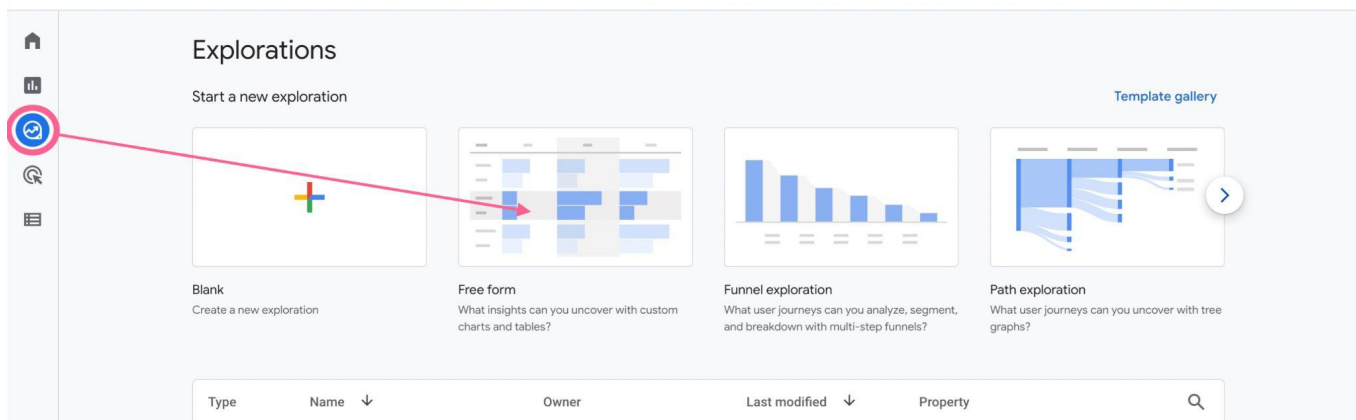


You have your Google Analytics 4 (GA4) property tracking and you're ready to look into building out the same reports you relied on in Universal Analytics.

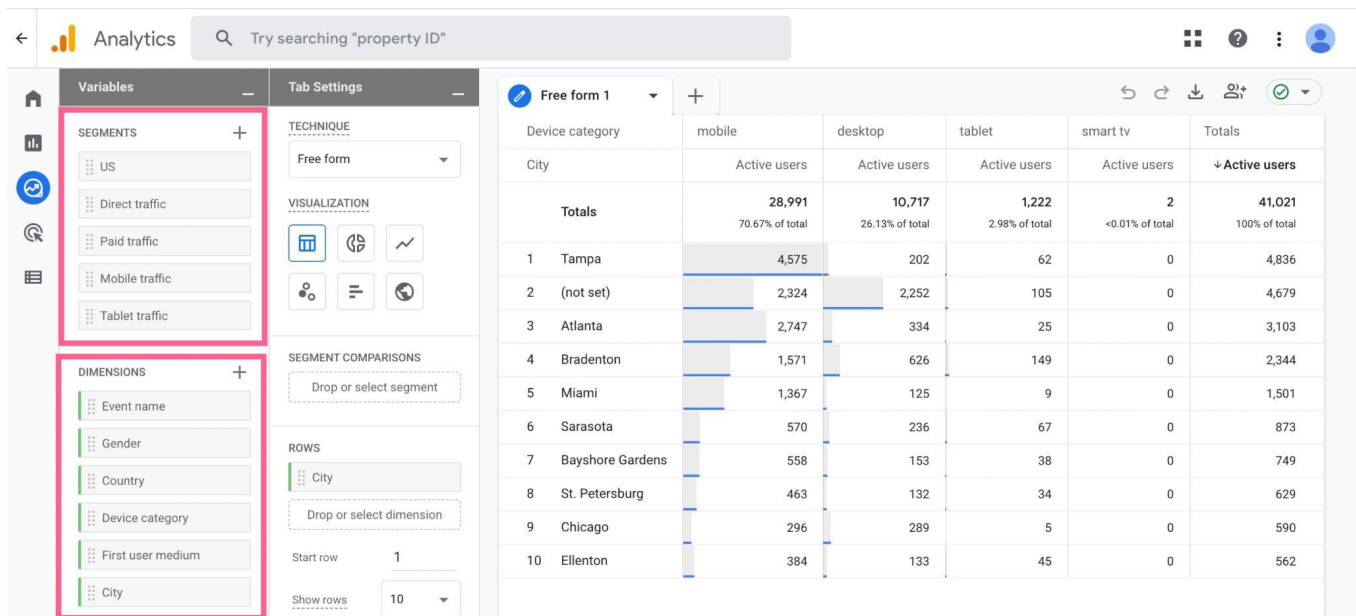
This will provide you step-by-step instructions on how to create a Campaign-level Engagement and Session Volume report in GA4. The example report will show the performance of carssocial in comparison to other cargurus display, edmunds ad solutions, google display network, and other third party sources. This report will help you gain an understanding of the different ways in which Cars drives traffic (leads/VDP views from Cars.com, leads/VDPs on their site and walk in traffic).

To begin, you will need to log into your GA4 property and navigate to the 'Explore' section in the GA4 interface:

### Step 1 - Create the Free Form Custom Report

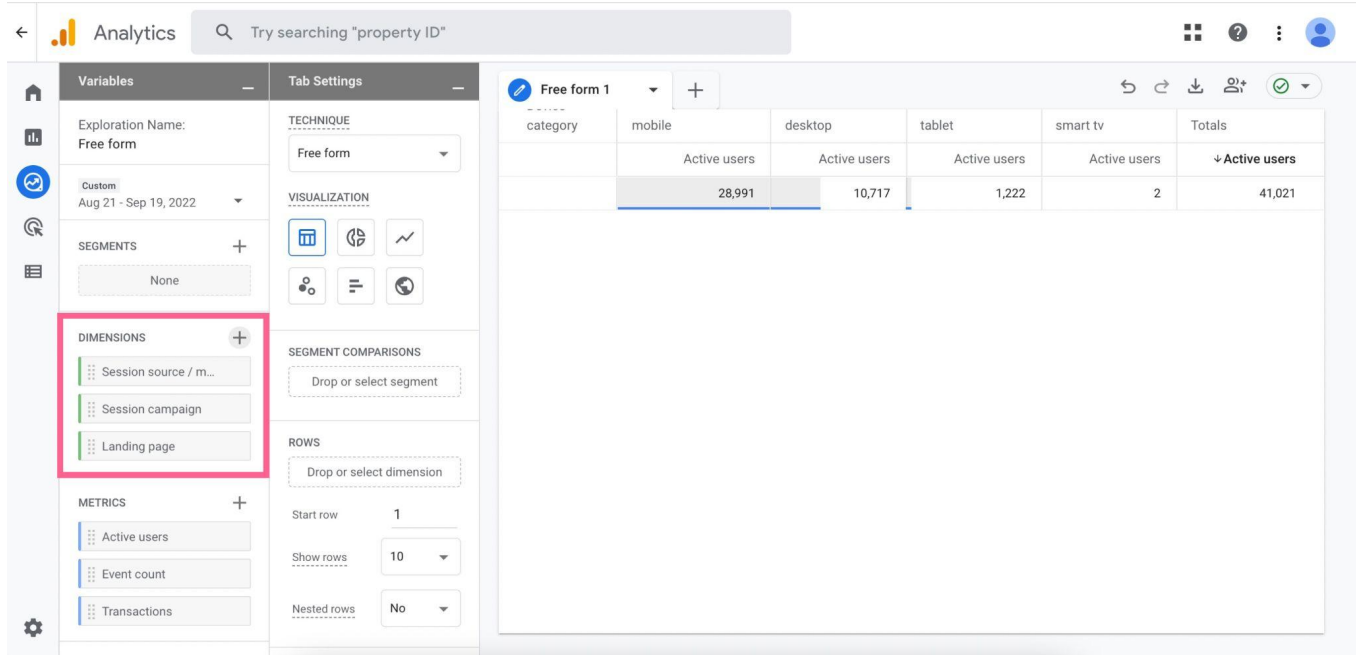


### Step 2 - Remove All Default Segments and Dimensions



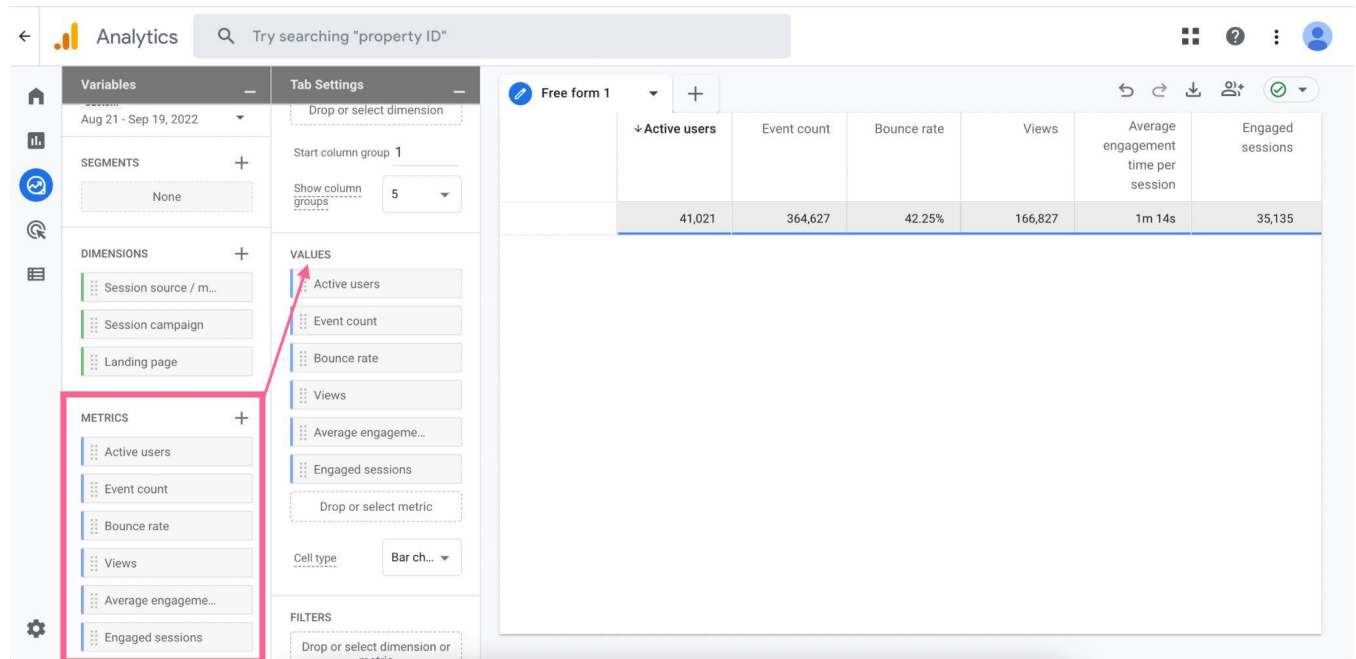
Device category	mobile	desktop	tablet	smart tv	Totals
City	Active users	Active users	Active users	Active users	↓ Active users
<b>Totals</b>	<b>28,991</b> 70.67% of total	<b>10,717</b> 26.13% of total	<b>1,222</b> 2.98% of total	<b>2</b> <0.01% of total	<b>41,021</b> 100% of total
1 Tampa	4,575	202	62	0	4,836
2 (not set)	2,324	2,252	105	0	4,679
3 Atlanta	2,747	334	25	0	3,103
4 Bradenton	1,571	626	149	0	2,344
5 Miami	1,367	125	9	0	1,501
6 Sarasota	570	236	67	0	873
7 Bayshore Gardens	558	153	38	0	749
8 St. Petersburg	463	132	34	0	629
9 Chicago	296	289	5	0	590
10 Ellenton	384	133	45	0	562

**Step 3 - Add Dimensions: Session Source / Medium, Session Campaign, and Landing Page**  
*(Landing Page only used when looking at VDP traffic)*



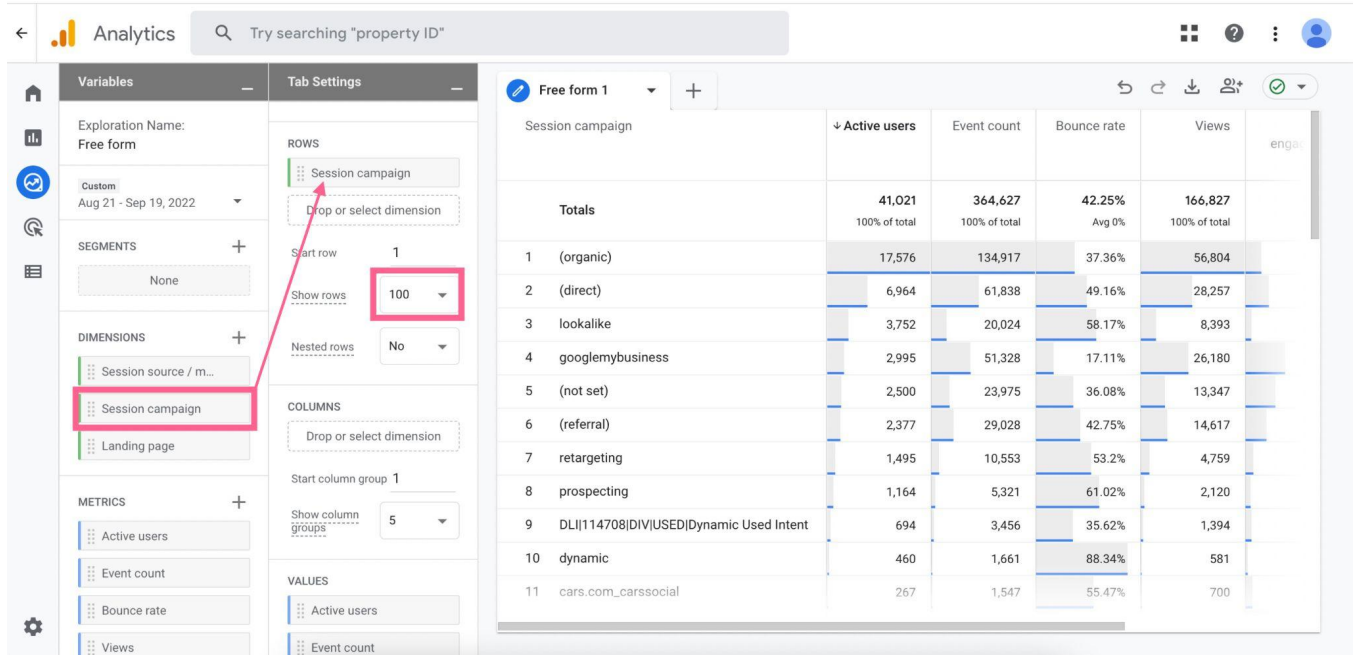
category	mobile	desktop	tablet	smart tv	Totals
	Active users	Active users	Active users	Active users	↓ Active users
	28,991	10,717	1,222	2	41,021

**Step 4 - Add Metrics: Active Users, Event Count, Bounce Rate, Views, Average Engagement Time per Session, and Engaged Sessions. Then, drag these all over to “Values”**



↓ Active users	Event count	Bounce rate	Views	Average engagement time per session	Engaged sessions
41,021	364,627	42.25%	166,827	1m 14s	35,135

**Step 5 - Drag the “Session Campaign” Dimension over to Rows. Also, increase the number of rows that can be shown (default is 10).**

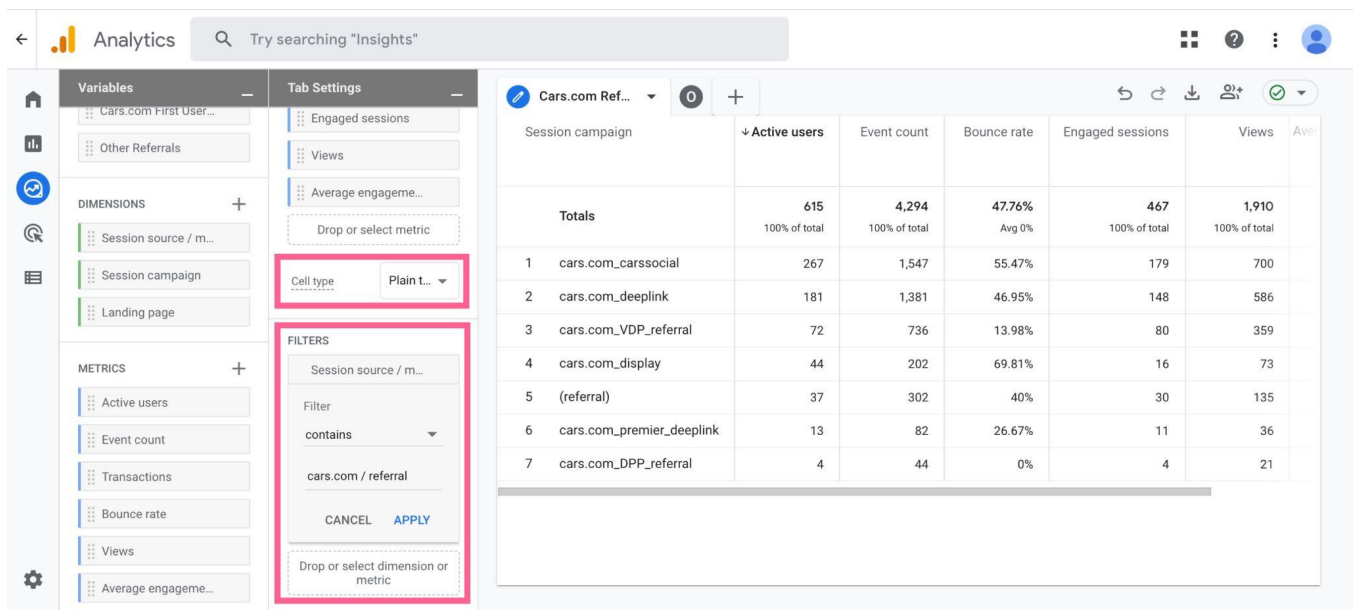


The screenshot shows the Dealer Inspire Analytics interface. In the 'Variables' panel, the 'Session campaign' dimension is highlighted with a red box. In the 'Tab Settings' panel, 'Session campaign' is dragged to the 'ROWS' section. The 'Show rows' dropdown is set to 100, also highlighted with a red box. The main table displays data for various session campaigns.

Session campaign	Active users	Event count	Bounce rate	Views
<b>Totals</b>	41,021 100% of total	364,627 100% of total	42.25% Avg 0%	166,827 100% of total
1 (organic)	17,576	134,917	37.36%	56,804
2 (direct)	6,964	61,838	49.16%	28,257
3 lookalike	3,752	20,024	58.17%	8,393
4 googlemybusiness	2,995	51,328	17.11%	26,180
5 (not set)	2,500	23,975	36.08%	13,347
6 (referral)	2,377	29,028	42.75%	14,617
7 retargeting	1,495	10,553	53.2%	4,759
8 prospecting	1,164	5,321	61.02%	2,120
9 DLI 114708 DIV USED Dynamic Used Intent	694	3,456	35.62%	1,394
10 dynamic	460	1,661	88.34%	581
11 cars.com_carssocial	267	1,547	55.47%	700

**Step 6 - Select Plain Text as the Cell Type. Then, create a Filter:**

Session / Source Medium | contains | cars.com / referral



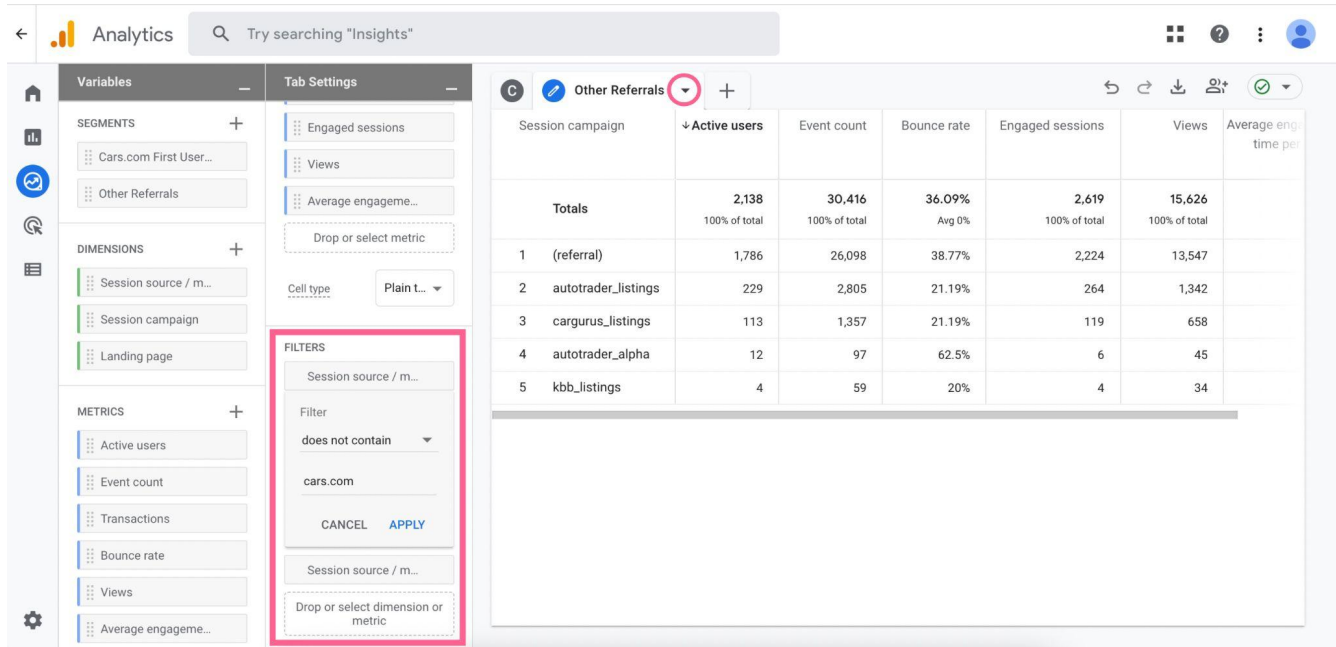
The screenshot shows the Dealer Inspire Analytics interface. In the 'Variables' panel, the 'Session source / m...' dimension is highlighted with a red box. In the 'Tab Settings' panel, 'Cell type' is set to 'Plain Text' and a filter is created for 'Session source / m...' with the condition 'contains' and the value 'cars.com / referral'. The main table displays data for various session campaigns.

Session campaign	Active users	Event count	Bounce rate	Engaged sessions	Views
<b>Totals</b>	615 100% of total	4,294 100% of total	47.76% Avg 0%	467 100% of total	1,910 100% of total
1 cars.com_carssocial	267	1,547	55.47%	179	700
2 cars.com_deepink	181	1,381	46.95%	148	586
3 cars.com_VDP_referral	72	736	13.98%	80	359
4 cars.com_display	44	202	69.81%	16	73
5 (referral)	37	302	40%	30	135
6 cars.com_premier_deepink	13	82	26.67%	11	36
7 cars.com_DPP_referral	4	44	0%	4	21

**Step 7 - Duplicate the report by clicking on the arrow circled below. In this copy of the report, make two new filters:**

Session / Source Medium | does not contain | cars.com

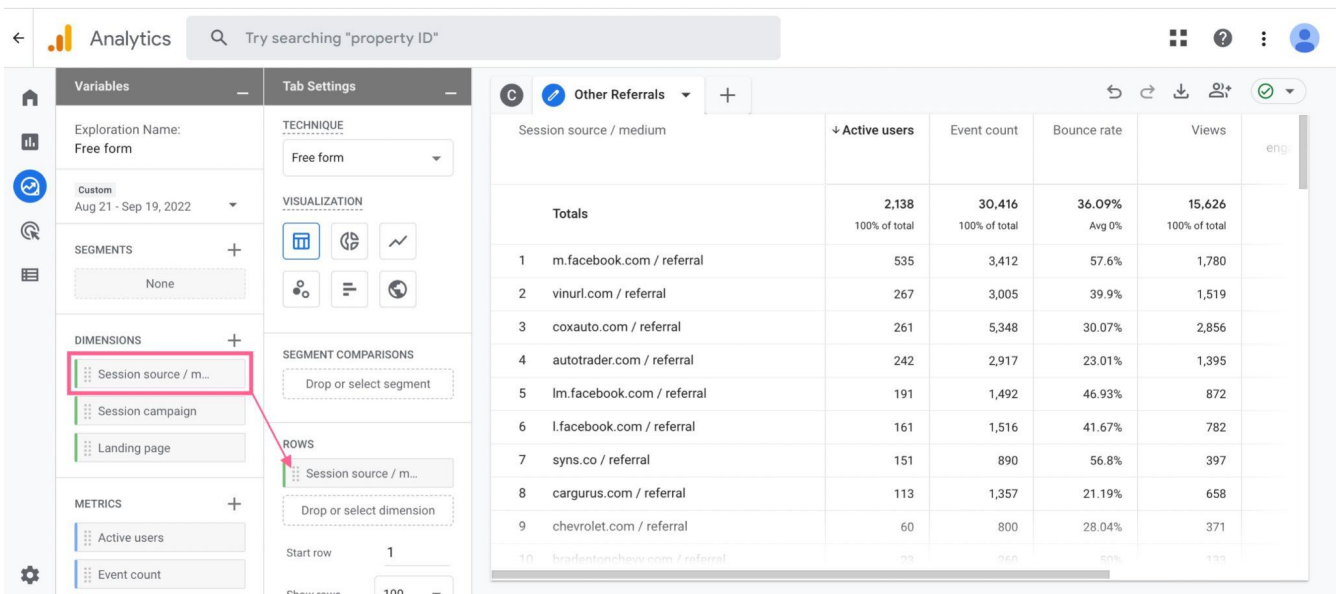
Session / Source Medium | contains | referral



The screenshot shows the Dealer Inspire Analytics interface. On the left, there are sections for Variables, Dimensions, and Metrics. The main area displays a report titled 'Other Referrals' with a table of data. A filter dialog box is open, showing a filter for 'Session source / m...' with the operator 'does not contain' and the value 'cars.com'. The table data is as follows:

Session campaign	Active users	Event count	Bounce rate	Engaged sessions	Views	Average eng. time per
<b>Totals</b>	2,138 100% of total	30,416 100% of total	36.09% Avg 0%	2,619 100% of total	15,626 100% of total	
1 (referral)	1,786	26,098	38.77%	2,224	13,547	
2 autotrader_listings	229	2,805	21.19%	264	1,342	
3 cargurus_listings	113	1,357	21.19%	119	658	
4 autotrader_alpha	12	97	62.5%	6	45	
5 kbb_listings	4	59	20%	4	34	

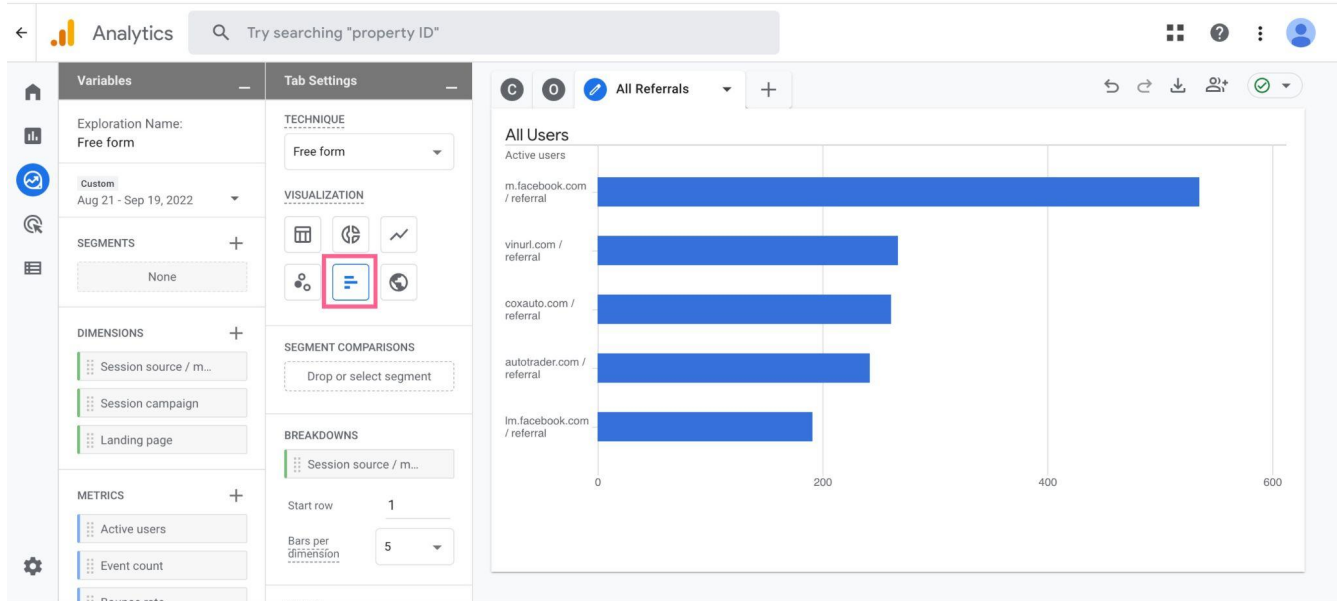
**Step 8 - Click and drag over the Session Source / Medium Dimension to Rows, and remove the Session Campaign Row.**



The screenshot shows the Dealer Inspire Analytics interface. The 'Session source / medium' dimension has been moved to the Rows section. The table data is as follows:

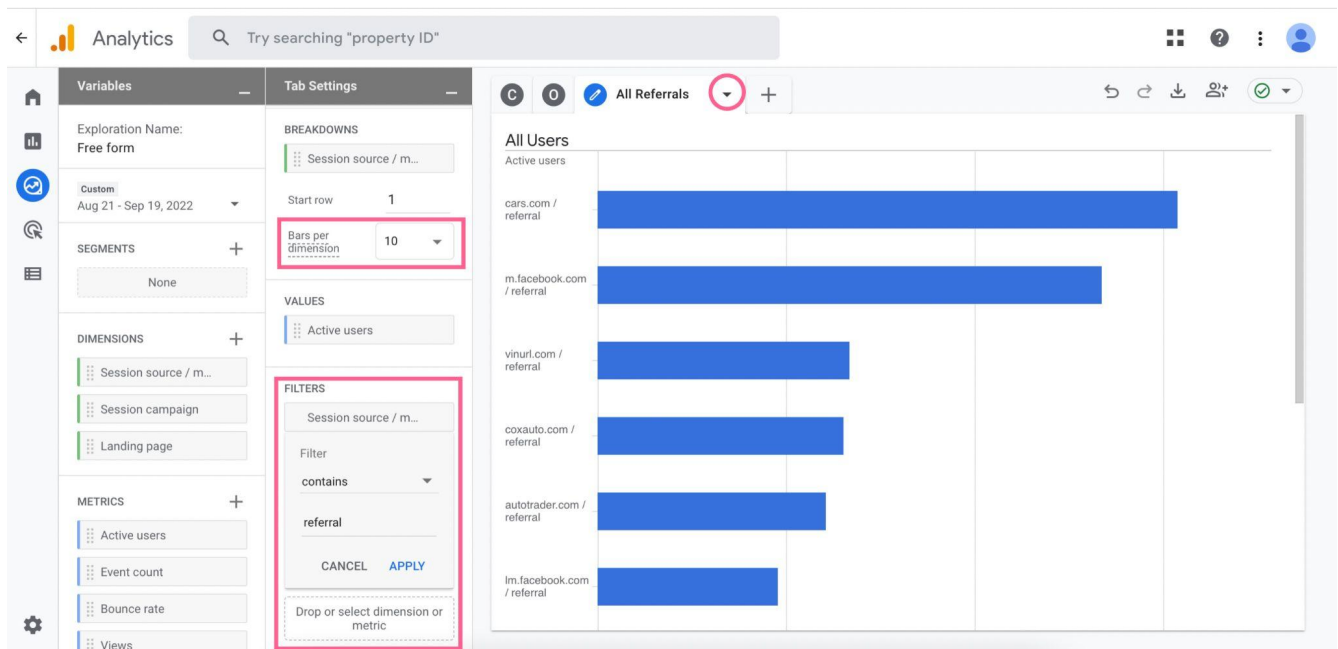
Session source / medium	Active users	Event count	Bounce rate	Views	eng.
<b>Totals</b>	2,138 100% of total	30,416 100% of total	36.09% Avg 0%	15,626 100% of total	
1 m.facebook.com / referral	535	3,412	57.6%	1,780	
2 vinurl.com / referral	267	3,005	39.9%	1,519	
3 coxauto.com / referral	261	5,348	30.07%	2,856	
4 autotrader.com / referral	242	2,917	23.01%	1,395	
5 lm.facebook.com / referral	191	1,492	46.93%	872	
6 l.facebook.com / referral	161	1,516	41.67%	782	
7 syns.co / referral	151	890	56.8%	397	
8 cargurus.com / referral	113	1,357	21.19%	658	
9 chevrolet.com / referral	60	800	28.04%	371	
10 bradentonchevy.com / referral	25	260	50%	132	

Step 9 - Duplicate the new report again by clicking on the arrow circled below. In this new copy of the report, use Bar Chart as the Visualization tool.



Step 9 - Set Bars per Dimension equal to 10. Then, delete the following filter so that the one shown in the attached screenshot is the only one remaining:

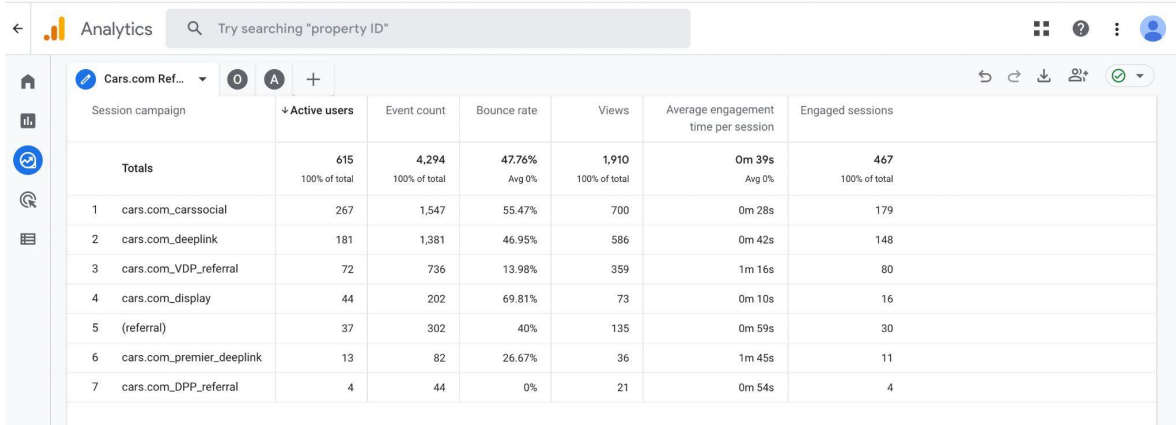
Delete: Session / Source Medium | does not contain | cars.com  
 Keep: Session / Source Medium | contains | referral



We now have 3 tabs in this one report.

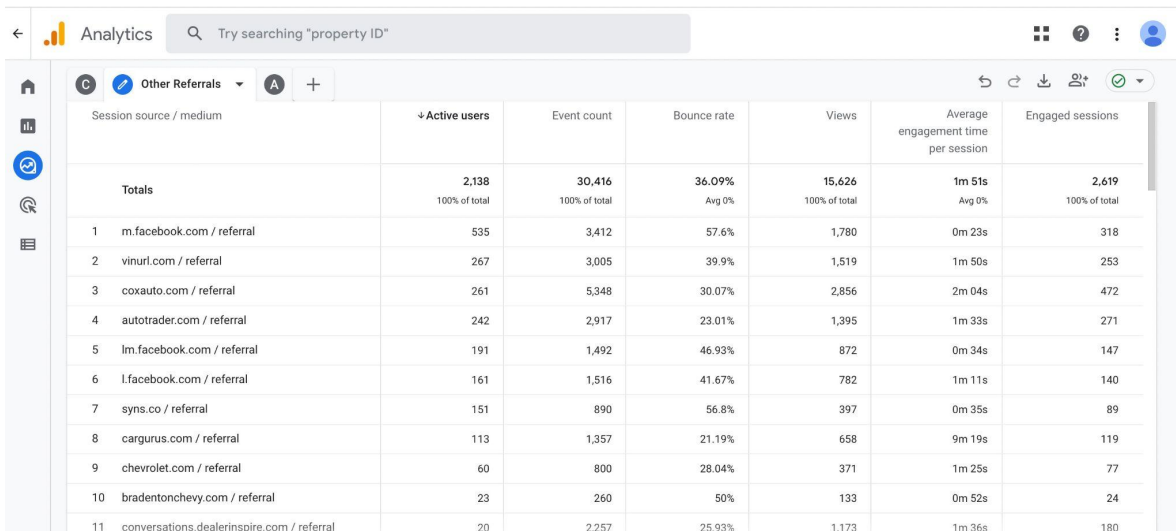
- 1) Shows only Cars.com referral traffic categorized by campaign.
- 2) Shows all non-Cars.com referral traffic categorized by source / medium.
- 3) Shows a simple visual to show how many Cars.com referrals there are compared to other sites.

1)



Session campaign	Active users	Event count	Bounce rate	Views	Average engagement time per session	Engaged sessions
<b>Totals</b>	615 100% of total	4,294 100% of total	47.76% Avg 0%	1,910 100% of total	0m 39s Avg 0%	467 100% of total
1 cars.com_carsocial	267	1,547	55.47%	700	0m 28s	179
2 cars.com_deepink	181	1,381	46.95%	586	0m 42s	148
3 cars.com_VDP_referral	72	736	13.98%	359	1m 16s	80
4 cars.com_display	44	202	69.81%	73	0m 10s	16
5 (referral)	37	302	40%	135	0m 59s	30
6 cars.com_premier_deepink	13	82	26.67%	36	1m 45s	11
7 cars.com_DPP_referral	4	44	0%	21	0m 54s	4

2)



Session source / medium	Active users	Event count	Bounce rate	Views	Average engagement time per session	Engaged sessions
<b>Totals</b>	2,138 100% of total	30,416 100% of total	36.09% Avg 0%	15,626 100% of total	1m 51s Avg 0%	2,619 100% of total
1 m.facebook.com / referral	535	3,412	57.6%	1,780	0m 23s	318
2 vinuri.com / referral	267	3,005	39.9%	1,519	1m 50s	253
3 coxauto.com / referral	261	5,348	30.07%	2,856	2m 04s	472
4 autotrader.com / referral	242	2,917	23.01%	1,395	1m 33s	271
5 lm.facebook.com / referral	191	1,492	46.93%	872	0m 34s	147
6 l.facebook.com / referral	161	1,516	41.67%	782	1m 11s	140
7 syns.co / referral	151	890	56.8%	397	0m 35s	89
8 cargurus.com / referral	113	1,357	21.19%	658	9m 19s	119
9 chevrolet.com / referral	60	800	28.04%	371	1m 25s	77
10 bradentonchevy.com / referral	23	260	50%	133	0m 52s	24
11 conversations.dealerinspire.com / referral	20	2,257	25.93%	1,173	1m 36s	180

3)

